

Central Location! Convenient for Everyone!

2024 Exhibitor Prospectus

LANSING • LANSING CENTER

MDA ANNUAL SESSION

APRIL 17-20, 2024



2024 ANNUAL
SESSION



Convenient Location + Great Courses = More Prospects

The MDA Annual Session

More than 3,000 dental professionals will attend the Michigan Dental Association Annual Session in Lansing, April 17-20, 2024.

Each of these dedicated oral health professionals is vitally interested in improving the delivery of patient care through the continuing education process, both in the classroom and in the exhibit hall. It's an audience you can't afford to pass up.

Attending the convention are: practicing dentists, dental assistants, dental hygienists, dental office business staff, dental technicians, students (all disciplines), dental professional leadership, vendors, and suppliers to dentistry.

It's a once-a-year networking experience! The Michigan Dental Association Annual Session enjoys an enviable reputation as the premier dental meeting in the state — where dental professionals gather to learn, deliberate, effect solutions, socialize, and make purchases. For vendors, it's a super sales call!

For a full conference brochure, with complete educational program schedules, convention meetings, social events, and local hotel accommodation details, contact the MDA continuing education department at 517-346-9408, or jmarquardt@michigandental.org, after Jan. 1, 2024, or go online to annualsession.michigandental.org.

Exhibitors

Typically include sellers of these and other dental products and services:

- equipment
- instruments
- consumables
- pharmaceuticals
- cameras
- X-ray machines
- legal services
- computers and software
- practice management aids
- furniture
- supplies
- uniforms
- laboratories
- infection control
- insurance
- financial services

The 2024 booth package includes draped backwall and side rails; company ID sign; carpeted booth and aisles; a detailed program listing; badges for booth personnel; plus a list of all MDA-member dentists (name and address) for your pre-show promotion at no additional charge (if booth(s) are paid in full and ordered by February 28, 2024)!

2024 ANNUAL SESSION

 michigan dental ASSOCIATION
YOUR CONNECTION TO ORAL HEALTH



Your 2024 MDA Booth Package

Exhibitor Perks for 2024

- All exhibits in one hall — over 100,000 sq. ft.
- CE classes and Annual Session events in one building
- Security on-site around the clock
- Welcome Reception in the exhibit hall
- Convenient location
- Hassle-free move-in/move-out
- Exhibitor Lounge — complimentary beverages and snacks
- Two hot buffet lunch tickets per booth

Booth Space Specifics

Booth size

- 10 ft. wide by 10 ft. deep

2024 Booth Package Includes

- Draped backwall and side rails
- Company ID sign
- Carpeted booth and aisles
- Detailed program listing
- Badges for booth personnel (Please note: Photo ID is required for registration. Participants must pick up their own badge.)
- A list of all MDA-member dentists (name and address) for your pre-show promotional use (\$550 value included free — you must fill out form to receive).
- Free basic Wi-Fi

Payment terms

- One or two booths — \$500 deposit required for each booth space along with application for space; balance due by Jan. 31, 2024.
- Three or more booths — *Full* payment required before booth assignments will be made.

Booth assignments

First come basis. Applications accepted online starting Saturday, May 6, 2023. (Booths will not be assigned unless the \$500 deposit per booth has been received.)

Move-In and Set-Up

- Wednesday, April 17: 8 a.m. to 4:30 p.m., EDT
- Thursday, April 18: 8 a.m. to 10 a.m.

Expo Hours

- Thursday, April 18: 10 a.m. to 6 p.m.
- Friday, April 19: 10 a.m. to 6 p.m.

Tear-Down and Move-Out

- Friday, April 19: 6 p.m. to 9 p.m.

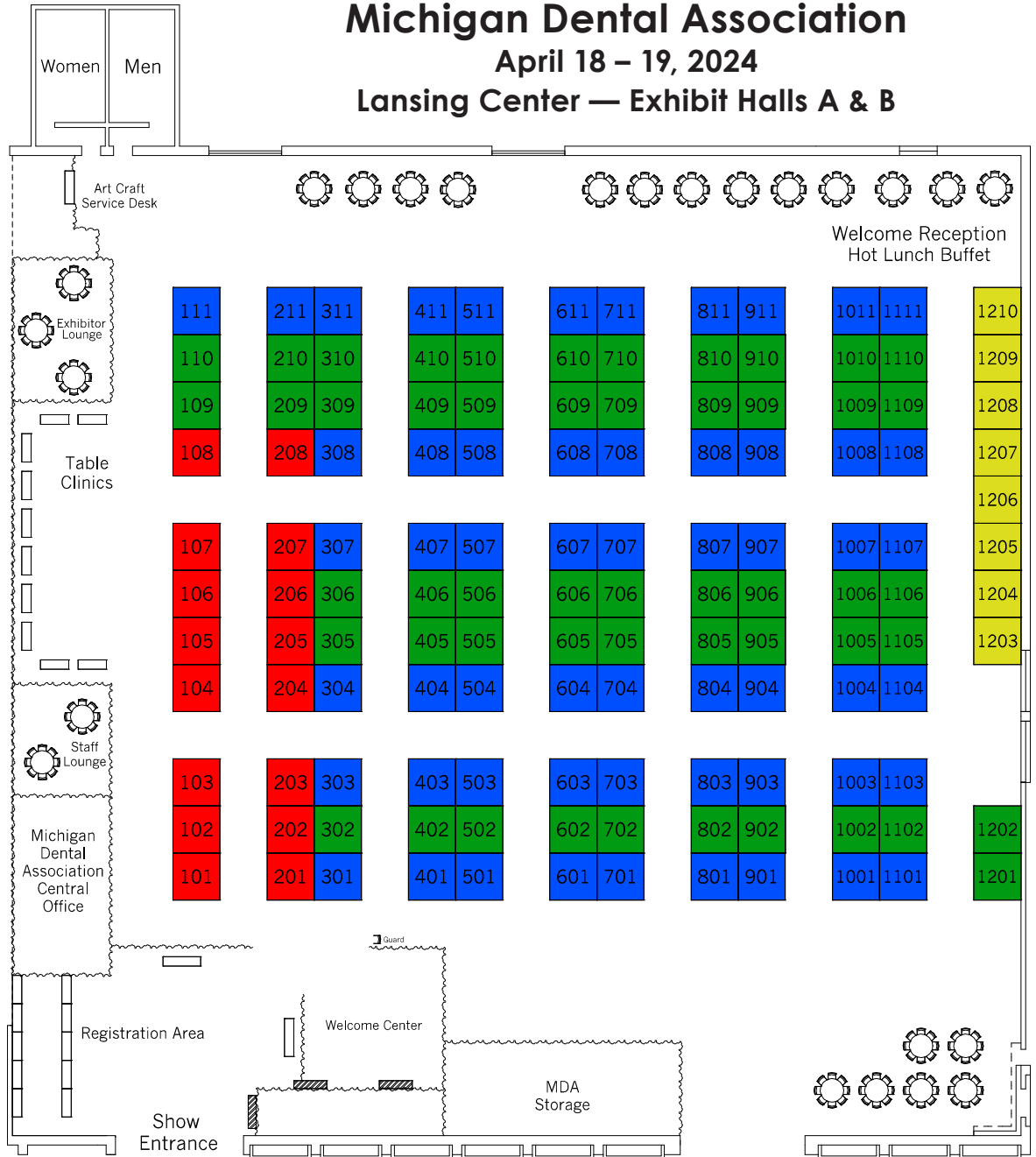


Note: All booths must be removed by 9 p.m. on Friday, April 19, or storage costs will be incurred.

Session Venue



Michigan Dental Association April 18 – 19, 2024 Lansing Center — Exhibit Halls A & B



Scan to go
to booth
sign-up
website

- Red - Reserved For MDA Endorsed Providers
- Blue - \$1,900
- Green - \$1,700
- Yellow - \$500 (Limited to Non-Profits Only)

1-20-23 KJ B



Rules and Regulations

Applications — Application must be made by mail, e-mail or fax. The MDA is unable to accept telephone reservations for exhibit space. Applications must be accompanied by a \$500 deposit per booth. Applications received without the required deposit will not be processed until deposit is received.

Assignment Policy — APPLICATIONS MUST BE ACCOMPANIED BY A \$500 DEPOSIT PER BOOTH. YOU CAN RESERVE A BOOTH(S) ON A FIRST-COME, FIRST-SERVED BASIS ONLINE STARTING SATURDAY, MAY 6, 2023. ONLINE AT WWW.MICHIGANDENTAL.ORG/BOOTH-SIGNUP

Each exhibitor must execute a contract for the right to use the space allotted. Subletting space is absolutely prohibited. Upon signing space contract, all exhibitors agree that these rules and regulations and all other provisions in the Exhibitor Prospectus are considered part of such contract. The MDA reserves the right to interpret the rules and regulations as well as make decisions on all points that the rules and regulations do not cover. **Show management reserves the right to move exhibitors.** Decisions of the MDA are final.

Deposits and Payments — A deposit of \$500 per booth must accompany application for exhibit space. No space will be assigned without a deposit. After space assignments have been made, a statement for the balance of the rental charge will be sent. Payment in full must be made on or before January 31, 2024. Failure to remit full payment may result in cancellation. After payment of rental charge, no refunds will be made, except at the option of the Michigan Dental Association. All checks for exhibit space rental are to be made payable to the Michigan Dental Association. Please mail applications to Michigan Dental Association, 3657 Okemos Road, Okemos, MI 48864. DO NOT MAIL CHECKS OR APPLICATIONS TO THE LANSING CENTER OR THE CITY OF LANSING.

Payment Regulations — No refund of any payment will be made after the contract for exhibit space has been signed and accepted by the association, unless the exhibit space is resold within 12 weeks prior to the session. Any space for which the full rental charge has not been paid as delineated above may be resold or reassigned by the MDA without obligation to the exhibitor. In case of cancellations, a \$200 handling/administration fee will be assessed.

Liability — Adequate and reasonable security forces will be provided. Neither the Michigan Dental Association nor the Lansing Center shall assume responsibility for the damage, loss or destruction to exhibits due to fire, theft, accident or other destructive causes. Exhibitors shall lease booths at their sole risk. The association urges exhibitors to take every security precaution or coverage to prevent loss. Neither the management of the Lansing Center nor the MDA, nor any of their agents, servants and employees will be accountable or liable for any accidents to exhibitors, nor for loss or vandalism during the meeting. Personal items are not covered during pre-and-post shipment. Vendors are urged to carry "all risk insurance" for the meeting.

The exhibitor shall be liable to the Lansing Center and/or the MDA for any damages to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitors.

Termination of Agreement — In the event the premises where the exposition is to be held, in the sole determination of the MDA, becomes unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency, or by virtue of any ordinance or law of any municipal, state or federal governmental agency, or any other act beyond the control of the MDA, this agreement may be terminated by the MDA. In the event of such termination, the exhibitor waives any and all damages and agrees that the MDA may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor, as and for claims, complete settlement and discharge of all said exhibitor's claims and demands, the pro-rata amount of all refunds paid by all exhibitors.

Exhibit Restrictions — Exhibitors with noisy electrical devices, sound-producing movies or any other exhibits or devices which may prove to be objectionable to other exhibitors because of noise, odor or other disagreeable features, must agree to regulate those devices so as to abate reasonable ob-

jections to these annoyances. All sound systems must incorporate the use of earphones. No loudspeakers will be permitted.

Because of copyright law infringement enforcement, any exhibitor planning to use any form of music (be it either live or pre-recorded) in their booth space (including background or foreground music on videos) must inform the Exposition Manager in writing at least 30 days prior to the opening of the exposition describing the exact usage planned.

No exhibitor shall operate any tool or piece of equipment without the written approval of the Exposition Manager. Interference with the light or space of other exhibitors will not be allowed. The use of the wings on background exhibits will be permitted. Distribution of circulars or advertising material of any description from any place other than the space for which the exhibitor has contracted is prohibited.

Hospitality Suites — Exhibitors shall not set up exhibits in hotel rooms or suites, and hospitality suites shall not be open during exhibit hours.

Sales, Samples and Souvenirs — Sales and order-taking are permitted. Food products or beverages are not to be distributed in any exhibitor's booth unless the detailed plans and arrangements for such distribution have received prior written approval of the Exposition Manager. Any distribution of literature or samples shall be restricted to material directly related to the developments and equipment exhibited. Such distributions shall be limited to the exhibitor's booth. Samples may be given away, but must be conducted in such a manner as not to destruct or interfere with the adjacent booths or to impede movement of attendees in the aisles.

Non-Endorsement — The exhibiting of products at any scientific session of the Michigan Dental Association does not necessarily constitute endorsement by the association of the products exhibited.

Fire Department Regulations — The rules of the Lansing Center management and fire regulations of the City of Lansing must be obeyed. All heaters, heat-producing or open-flame devices shall be operated only after obtaining a permit from the Lansing Fire Department. By state law, all decorative material must be fireproofed and must conform to the requirements of the local fire department.

Care of the Building — No signs or other articles may be posted, nailed, or otherwise attached to any of the pillars, walls, doors or other parts of the building. No attachments may be made to the floors by nails, screws, or other devices. Floors must be protected against dripping oil or other substances that might produce stains.

Facilities Furnished — In addition to the exhibit space (10 feet wide by 10 feet deep), a draped back wall, side drapes, and two line identification sign are provided at no additional charge. The exhibit hall and all booth spaces will be carpeted.

Service Contractor and Additional Facilities — Upon assignment of space, exhibitors will be emailed an order form for special facilities and services. The order form will supply data on costs for such items as electrical outlets, carpentry, draperies, special signs, construction work, chairs and tables, spotlights, etc. that may be had from a service contractor. Charges for special facilities or services shall be payable to the service contractor by the exhibitors.

Messages — All exhibitors are responsible for contacting their offices or others. Check with The MDA Annual Session Central Office for emergency messages. No messages can be delivered to the exhibitor on the exhibit floor.

Security — Reliable security forces will be provided to guard exhibits on a 24-hour basis commencing Wednesday April 17, 2024 and continuing until completion of dismantling, Friday, April 19, 2024 at 9 p.m.

Headquarters Hotel — The headquarters hotel is the Radisson Hotel, Lansing, Michigan. All exhibits and continuing education will be located at the Lansing Center. Upon receiving assignment of space, exhibitors will be sent housing information via email.

Application and Contract for Exhibit Space

Michigan Dental Association Annual Session
Thursday, April 18 and Friday, April 19, 2024
Lansing Center, Lansing, Michigan

*Items with astericks will be published on the Annual Session mobile app.

*Company: _____

Address: _____

City/State/ZIP: _____

*Telephone: (_____) _____ *Company website: _____

*Company email: _____

Contact Personnel:

Pre-show contact person: _____ Email: _____

On-site contact person: _____ Email: _____

Email address to send exhibitor kit: _____

First time exhibiting with the MDA? Yes No Non-Profit? Yes No

Category of Products or Services to be Exhibited: _____

If possible, do NOT position near these other exhibitors: _____

Preferred booth location choices: 1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____

Note: every effort will be made to assign space as close to that requested. Please see Rules and Regulations for criteria used in assignment of space.

Two-line Booth ID sign:

Sign to read as follows*: _____

(*MDA reserves the right to change sign copy)

Method of Payment:

Check enclosed (payable to "Michigan Dental Association") Credit card: _____ VISA _____ MasterCard _____ AmExp _____ Discover

Card no.: _____ Exp. date: _____ Amt. to Charge: _____

Credit Card Billing ZIP Code: _____ Signature: _____

Deposit/payment — A deposit of \$500 per booth must accompany this application for exhibit space. No space(s) will be assigned without the full deposit. Space assignments will be made online on a first-come basis, starting Saturday, May 6, 2023. Full payment must be made on or before January 31, 2024. Exhibitors requesting more than two spaces must make full payment before space assignments will be made. Failure to remit full payment may result in cancellation. All booths purchased after March 1, 2024 require full payment. No exhibitors will be listed in Official Program if full payment is not received. See official Rules and Regulations for cancellation details.

Authorizing agent — By signing and submitting this Application and Contract for Exhibit Space, we agree to abide by all rules and regulations as outlined in the Exhibitor Prospectus and all other provisions of this contract. We also agree to abide by subsequent additions to the event's rules and regulations which may become necessary for the good of the exhibition, including all on-site rulings which may be made by the MDA exposition manager.

Photo ID Required — Note: Participants must pick up their own badge onsite. A drivers license or photo ID is required.

Name: _____ Title: _____

Signature: _____ Date: _____

COMPLETE, SIGN, AND MAIL, FAX OR EMAIL — WITH APPROPRIATE PAYMENT —

TO: Michigan Dental Association, 3657 Okemos Road, Suite 200, Okemos, MI 48864-3927.

Questions? Call 517-346-9408. Fax: 517-372-6704. Email: jmarquardt@michigandental.org.

Booths can also be reserved online at www.michigandental.org/Booth-Signup.